USER GUIDE for

Marketing
Royal Mail Advertising Mail® • Sustainable® Advertising Mail • Advertising Mail™ with Response

Publishing
Royal Mail Publishing Mail®

General Correspondence
Royal Mail Business Mail® 1st Class • Business Mail

PRODUCT SELECTION

Business Mail 1st Class, Business Mail

Effective for Royal Mail Mailmark™ mailings

Issued 13th November 2013
Effective from 1st January 2014

PRODUCT SELECTION

Business Mail 1st Class and Business Mail

Contents

1. Introduction

Business Mail 1st Class and Business Mail share the same product features, other than delivery speed. For all product options set out below, the same choices apply to Business Mail 1st Class and to Business Mail, unless stated otherwise.

Your Business Mail 1st Class and Business Mail product options at a glance:

Options	Choices
Delivery Speed	1st Class (Business Mail 1st Class only) 2nd Class (Business Mail only) - Economy + Economy deferred (Business Mail only)
Format	- letter - large letter
Machine-readable	- not Machine-readable - Machine-readable - Machine-readable Plus - Machine-readable Advanced
Sorting	- no sortation - Low Sort - High Sort
Containers	- bags - trays - unbagged
1st Class and 2nd Class	available with no additional options

In order to receive discounts for machine-readability you have the following options:
- letters must have a Barcode, or meet our OCR, Mailmark™ barcode or machine-readable Advanced specifications including minimum volume entry levels
- large letters must meet our OCR or Mailmark™ barcode specifications

2. Entry criteria

All items, to qualify for Business Mail 1st Class and Business Mail, must:

➢ be correctly addressed and postcoded
➢ be letter or large letter format
➢ when sorted, be correctly presented as per the Low Sort or High Sort options

3. Business Mail 1st Class and Business Mail – no sortation

Volume

Product option	Format	Volume
1st Class and 2nd Class with no additional options	➢ letter ➢ large letter	➢ no minimum volume ➢ no minimum volume
Not machine-readable	➢ letter ➢ large letter	➢ no minimum volume ➢ no minimum volume
Machine-readable*	➢ letter ➢ large letter	➢ minimum 500 ➢ minimum 250
Machine-readable Plus*	➢ letter ➢ large letter	➢ minimum 500 ➢ minimum 250
Machine-readable Advanced*[1]	➢ letter only	➢ minimum 500 items to obtain a discount

*volumes are per class, per day and per site

Delivery speed choices
➢ 1st Class (Business Mail 1st Class only): we aim to deliver on the next working day after posting
➢ 2nd Class (Business Mail only): we aim to deliver within three (3) working days after the day of posting

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[1] There are no volume restrictions applicable to Business Mail Advanced. We accept any volume from a single item upwards, but price discounts only apply from 500 items per mailing (the minimum volume for discount).

Format and weights

Product option	Format	Weight
1st Class and 2nd Class with no additional options	➢ letter (up to 240mm x 165mm x 5mm) ➢ large letter (up to 353mm x 250mm x 25mm)	➢ maximum 100g ➢ maximum 750g
Not machine-readable	➢ letter (up to 240mm x 165mm x 5mm) ➢ large letter (up to 353mm x 250mm x 25mm)	➢ maximum 100g ➢ maximum 750g
Machine-readable	➢ letter (up to 240mm x 165mm x 5mm) ➢ large letter (up to 345mm x 245mm x 25mm)	➢ maximum 100g ➢ maximum 750g
Machine-readable Plus	➢ letter (up to 240mm x 165mm x 5mm) ➢ large letter (up to 345mm x 245mm x 25mm)	➢ maximum 100g ➢ maximum 750g
Machine-readable Advanced	➢ letter (no smaller than 145mm x 110mm x 0.25mm), up to 240mm x 165mm x 5mm)	➢ maximum 100g

Options:

1st Class and 2nd Class with no additional options
There are no restrictions other than minimum mail piece dimensions in terms of design, volume and addressing standards for this product.

Non machine-readable
There are no restrictions other than minimum mail piece dimensions in terms of design, volume and addressing standards for this product.

Machine-readable
➢ Mailmark™ – this is an option for letters and large letters and offers Batch level reporting. This requires a Mailmark™ barcode to be applied to each item. There are fewer design and presentation constraints with the Mailmark™ barcode than there are with OCR. The Mailmark™ barcode is unique to the mail piece and contains data (e.g. sender, recipient postcode, mail piece characteristics) encoded within it.x There are two types of Mailmark™ barcode:
   1. a 2D data matrix Mailmark™ barcode
   2. a 4-state Mailmark™ barcode
➢ OCR – this requires certain clear zones and areas to be left on the envelope and there are some design and presentation constraints. Variations of this specification are available for letters and large letters. It does not offer reporting

- ➢ **Barcode** – this option is for letters only and is recommended for more creative items as there are fewer design constraints than OCR. You are required to print a 4-state barcode (which, for clarity, is not a 4-state Mailmark™ barcode) on the item, which is an iteration of the recipient's postcode and premise number or name with some additional information. It does not offer reporting

Machine-readable Plus
- ➢ **OCR** – this requires certain clear zones and areas to be left on the envelope and there are some design and presentation constraints. Variations of this specification are available for letters and large letters. It does not offer reporting
- ➢ **Barcode** – this is for letters only and is recommended for more creative items as there are fewer design constraints. You are required to print a 4-state barcode (which, for clarity, is not a 4-state Mailmark™ barcode) on the item, which is an iteration of the recipient's postcode and premise number or name with some additional information. It does not offer reporting

Machine-readable Advanced
Machine-readable Advanced items require a licence number and, if posting on Account (as opposed to franking through a meter), a licence barcode to be printed on them. You will receive a discount for each item posted above the minimum volume entry level with a machine-readable address, licence number and licence barcode that can be sorted by us automatically. You must print a licence number and a licence barcode on the envelope, record your posting details on an OBA confirmed sales order using the same licence number as on the envelope, and present the items in trays.

The Licence barcode contains encoded information about the service (i.e. BMA), format, speed and Licence number. An Artwork Generator to create the Licence barcode will be available on our [website](#) in early 2014.

Discount requirements:
- ➢ our sorting machines will count the number of letters which qualify for an item-based discount
- ➢ the volume related discount (VRD) is determined by the volume (per class) you record on the confirmed sales order and the volume of mail successfully read
- ➢ discount is granted on an item-by-item basis providing that the minimum volume required for a discount has been met
- ➢ you are able to post any quantity of mail bearing Advanced licence numbers and licence barcodes, i.e. there is no minimum volume of items with the licence number and licence barcode printed on it required per day, but the discount is only made available once the minimum volume of 500 items per mailing required for the discount is achieved. If less than the minimum volume of items per mailing required for the discount is posted you will be charged a non-discounted rate for that mailing
- ➢ our machines will read the licence number, licence barcode and address of your item, and conduct an OCR read of the address of your item. They will then check the accuracy of its address and automatically sort it. Addresses and postcodes must be PAF® compatible.
- ➢ every item processed which meets the specification for machine-readable Advanced will be allocated its own discount

- envelopes with machine-readable Advanced licence numbers and licence barcodes printed on them should not be used for posting any other Royal Mail product, including 1st and 2nd Class on account mailings (OBA order code BPL or STL)
- please note that the minimum size of a machine-readable Advanced item (145mm x 110mm x 0.25mm) is slightly larger than the minimum envelope size for the rest of Business Mail

Please note the following requirements in relation to all machine-readable items:
- the maximum size for a machine–readable large letter is smaller than that for a non machine-readable large letter due to sorting machinery and traying constraints
- you will find full details of minimum sizes in the 'Machine-readable letters and large letters' section of this user guide
- you will find full details of the technical requirements for using Mailmark™ barcodes in the 'Mailmark™ Machine-readable letters and large letters' section of this user guide
- you will find full details of the technical requirements for using OCR and Barcode as well as the accreditation process which must be undertaken in the 'Machine-readable letters and large letters' section of the User Guide for Marketing, Publishing and General Correspondence Products
- you must comply with these requirements or your mailing may be subject to surcharges or loss of discount, or may be sent as an alternative product

4. Business Mail 1st Class and Business Mail – sorted options

Volume

Volumes are per class, per day and per site
- letters – minimum 4,000
  (unless combined with International Letters Country Sort High Volume when the overall total must be a minimum of 4,000)
- large letters – minimum 1,000
  (unless combined with International Flats Country Sort High Volume when the overall total must be a minimum of 1,000).

Please note that we are currently investigating how international items can be included in mailings that use the Mailmark™ option.

For details on International Country Sort High Volume, please refer to www.royalmail.com/internationalletters or www.royalmail.com/internationalflats

Delivery speed choices

- 1st Class (Business Mail 1st Class only): we aim to deliver by the next working day after the day of posting
- 2nd Class: we aim to deliver 2nd Class sorted mail within two (2) working days after day of posting
- Economy: we aim to deliver within four (4) working days after the day of posting
- Economy deferred: we aim to deliver within four (4) working days after a date stipulated by you

Format and weights

Product option	Format	Weight
Low Sort	- letter (up to 240mm x 165mm x 5mm) - large letter (up to 345mm x 245mm x 25mm)	- maximum 100g - maximum 750g
High Sort	- letter (up to 240mm x 165mm x 5mm) - large letter (up to 353mm x 250mm x 25mm)	- maximum 100g - maximum 750g

Low Sort options:

- **Low Sort with Mailmark™ option** – this option is for letters and large letters and offers Batch level reporting. This requires a Mailmark™ barcode to be applied to each item. There are fewer design and presentation constraints with the Mailmark™ barcode than there are with OCR. The Mailmark™ barcode is unique to the mail piece and contains data (e.g. sender, recipient postcode, mail piece characteristics) encoded within it. There are two types of Mailmark™ barcode:
    1. a 2D data matrix Mailmark™ barcode
    2. a 4-state Mailmark™ barcode
- **OCR** – this requires clear zones and areas to be left on the envelope and there are some design and presentation constraints. Variations of this specification are available for letters and large letters. It does not offer reporting
- **Barcode** – this option is for letters only and is recommended for more creative items as there are fewer design constraints. You are required to print a 4-state Barcode (which, for clarity, is not a 4-state barcode Mailmark™) on the item, which is an iteration of the recipient's postcode and premise number or name with some additional information. It does not offer reporting

Please note:

- the maximum size for a machine–readable large letter is smaller than that for a non machine-readable large letter due to sorting machinery and traying constraints
- you will find full details of minimum sizes in the 'Machine-readable letters and large letters' section of this user guide
- you will find full details of the technical requirements for using Mailmark™ barcode in the 'Mailmark™ Machine-readable letters and large letters' section of this user guide
- you will find full details of the technical specification for using OCR and Barcode as well as the accreditation process which must be undertaken in the 'Machine-readable letters and large letters' section of the User Guide for Marketing, Publishing and General Correspondence Products. You must comply with these requirements or your mailing may be subject to a surcharge or a loss of discount, or may be sent as an alternative product
- you are not required to undergo a separate accreditation process to send Low Sort large letter postings

5. Availability of Business Mail 1st Class and Business Mail with other Royal Mail offers

LOW SORT & HIGH SORT	CLASS		
	1st	2nd	Economy
Sustainable Advertising Mail	Not available	Not available	Not available
First Time User	Not available	Not available	Available
Tailor Made Incentives	Not available	Not available	Not available
Multistage* option – Main Stage	Available	Available	Available
Multistage option – Secondary Stage	Not available	Not available	Available*
Volume Related Discounts	Available	Available	Available
Term Contracts	Available	Available	Available

1ST and 2ND Class MACHINE-READABLE UNSORTED	CLASS	
	1st	2nd
Sustainable Advertising Mail	Not available	Not available
First Time User	Not available	Available
Tailor Made Incentives	Available	Available
Multistage option* – Main Stage	Available	Available
Multistage option – Secondary Stage	Not available	Not available
Volume Related Discounts	Available	Available
Term Contracts	Not available	Not available

1ST and 2ND Class NON MACHINE-READABLE AND UNSORTED	CLASS	
	1st	2nd
First Time User	Not available	Available

*with Multistage, the mailing must have advertising content only